Regions Branding.
Style guide.
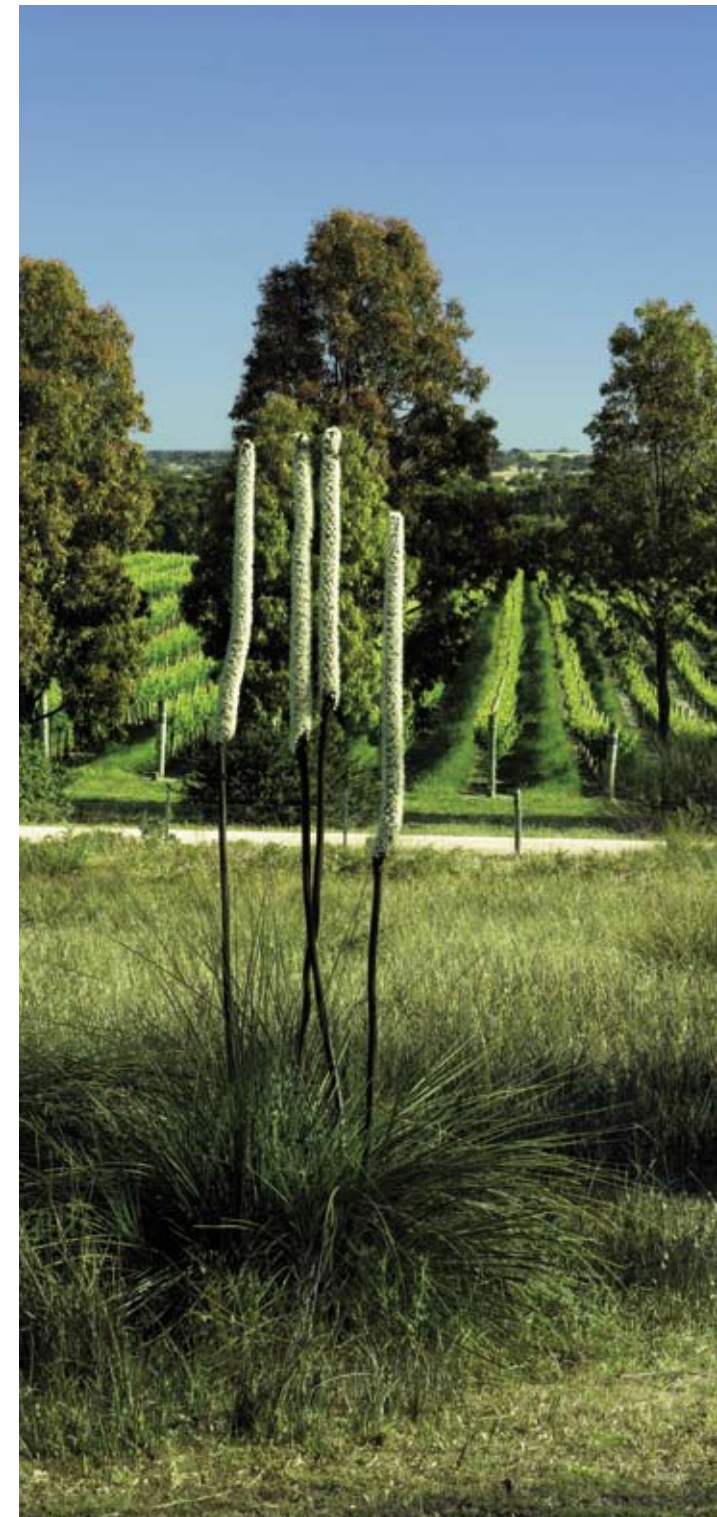
SOUTH AUSTRALIAN WINE INDUSTRY
ASSOCIATION INCORPORATED

Wine Australia

Contents.

Using this style guide.

This document is a tool to help strengthen the body of visual communications that will help build South Australia and participating regions into a recognised and unified brand. The information provided in this manual brings a solid foundation to the brand, while allowing the artistic and creative flexibility needed to create high quality and visually stunning communication.

Introduction.

The South Australian Wine Industry Association is committed to ensuring that South Australian wine marketing and promotional activities develop and strengthen a brand franchise for South Australian wine in a way that legitimately and relevantly provides differentiation within Wine Brand Australia.

SAWIA, the South Australian Government and many of South Australia's wine regions have a long history of initiating or participating in overseas wine promotions. However, there has not been brand guidelines available to align these efforts or provide guidance on the when, where and how to use regional brands to further develop and elevate the market for South Australian wine.

Those regions are:

·   Adelaide Hills.
·   Barossa.
·   Clare Valley.
·   Coonawarra.
·   Langhorne Creek.
·   McLaren Vale.
·   Riverland.

Working with key stakeholders, the brand essence of each of these regions has now been developed and agreed upon. A visual style has been developed to best represent South Australian and its participating regions in a unified and aesthetically unique system. A suggested guide as to how this can be achieved through application is contained hereafter in this document.

Type faces.

The primary typeface for the South Australian Wine Regions is the Dax family. This typeface is suggested to be used for all external communications. If the primary typeface is unavailable this fonts can be substituted for the default typeface of Arial [4/5].

Using Dax

In any communication, Dax Medium would be recommended for use in headlines, pull quotes, statements, etc. Subsequently all supporting body copy, Dax Light would be best suited.

Using Helvetica Neue 77 Bold Condensed

Helvetica Neue 77 Bold Condensed should be used only for the names/titles of any region in order to differentiate the name of the region from supporting text.

Using Arial

Arial Regular and Bold can be the substitute typefaces for when Dax and Helvetica Neue 77 Bold Condensed are unanvailable (for example, when producing inhouse work). These typefaces are commonly found as standard in packages such as Microsoft Word. The Regular and Bold are to be used similarly to Dax Light and Medium respectively as detailed above.

1. **Dax Light**
   ABCDEFGHIJKLMNOPQRSTUVWYXZ
   abcdefghijklmnopqrstuvwyxz
   1234567890!@#$&

2. **Dax Medium**
   ABCDEFGHIJKLMNOPQRSTUVWYXZ
   abcdefghijklmnopqrstuvwyxz
   1234567890!@#$&

3. **Helvetica Neue 77 Bold Condensed**
   ABCDEFGHIJKLMNOPQRSTUVWYXZ
   abcdefghijklmnopqrstuvwyxz
   1234567890!@#$&

4. **Arial Regular**
   ABCDEFGHIJKLMNOPQRSTUVWYXZ
   abcdefghijklmnopqrstuvwyxz
   1234567890!@#$&

5. **Arial Bold**
   ABCDEFGHIJKLMNOPQRSTUVWYXZ
   abcdefghijklmnopqrstuvwyxz
   1234567890!@#$&

Creating and producing communications.

Creative assets.

Each region (including Generic South Australia) has a suite of assets which can be accessed to complile any number of communications from printed material and press, to interactive media (such as powerpoint or websites). These assets can be downloaded from www.winesa.asn.au. To obtain a guide of possible visual styles, it is recommended to review some of the finished assets located on page 21 and the aforementioned site.

Colours.

Each region has a specially selected colour to be used in association with each region's communications and these colours can be found on their respective page in this document.

Hero and supporting imagery.

One hero image and twelve supporting images have been selected to represent each region and are also found for visual reference in the following pages, and can also be downloaded from the website.

Printing specifications.

Although there are no restrictions on how to print materials, it is recommended that all printing be:
Printed full colour (CMYK) off-set – for quantities over 500.
Printed full colour (CMYK) digital – for lower quantities.

Paper suggestions for printing.

For a guide on what paper to select when organising printing:
100gsm Satin Coated paper for light weight material (such as single sided A4 hand-outs).
170gsm Satin Coated paper for mid weight material (such as a DL brochure).
300gsm Satin Coated Art Board for thicker card feel (such as a booklet front cover).

For designers and printers.

All assets needed to create any printed material, can be accessed through the website as mentioned earlier, including collected InDesign files, illustrator eps files, and hi-res CMYK tiff images. Please negotiate with your region contact to access their username and password for this site.

Generic South Australian assets.

South Australia,

the *heart* of Australian wine.

Generic SA phrase (top & middle left).

These assets can be downloaded as an eps file for insertion to any media. It is recommended to appear as white on solid green/blue, or positioned atop either of the two hero images (right). This is the official supporting phrase of the South Australian umbrella region and can appear as shown close or seperated, though always in the order shown. This phrase should not be altered or unproportionally scaled in any way other than to convert it to solid black.

Region colour (bottom left).

When any Generic SA comunication is being created, it is essential that this colour be consistent with the region. The colour breakdowns are as follows.
Spot Colour: PMS 5473C
Four Colour: C-87 / M-50 / Y-50 / K-15
Screen Colour: R-39 / G-101 / B-110

Hero images (right).

The images (right) have been selected as the hero images for use when representing South Australia as a region.

The image selected should depend on the orientation of the graphic, ie. the horizontal image (bottom) should be used for landscape applications and the vertical image (top) for portrait applications.
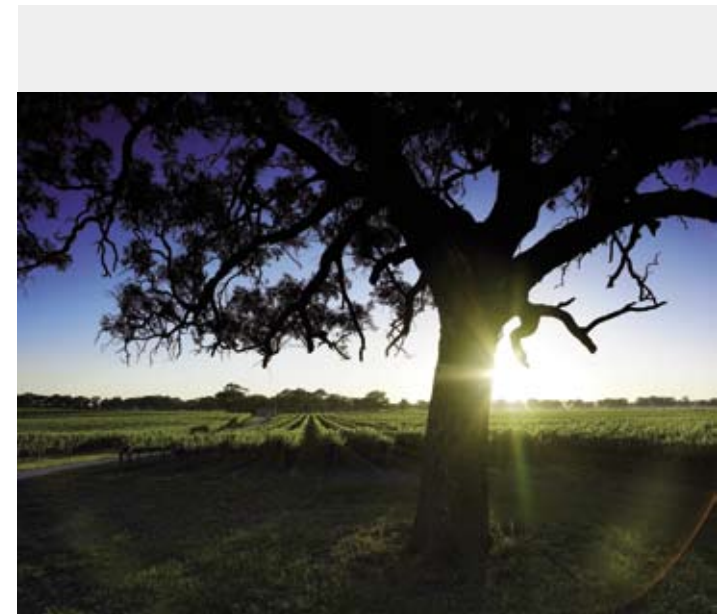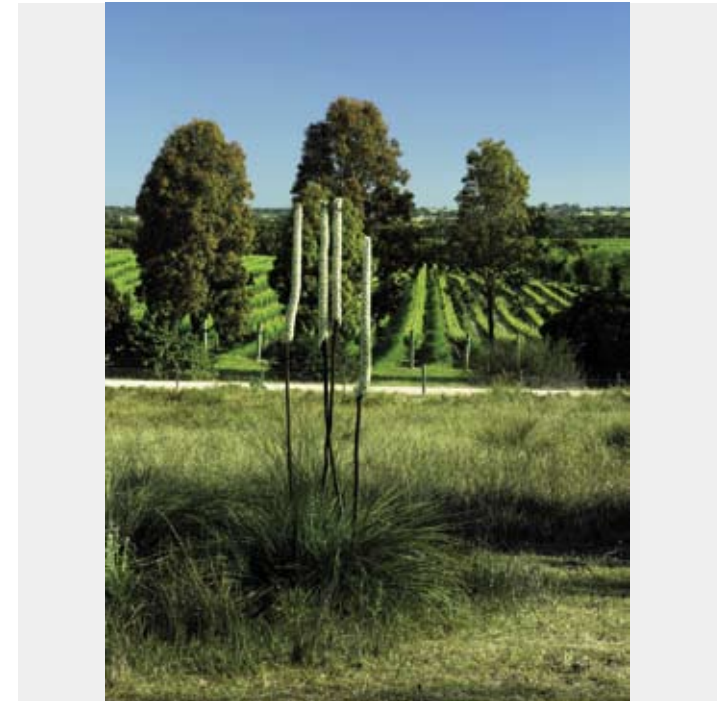
Adelaide Hills assets.

Adelaide Hills name title (top left).

This asset can be downloaded as an eps file for insertion to any media. It is recommended to appear as white on solid green, or positioned atop any image where contrast is strong enough to support the white type.

Adelaide Hills phrase (bottom left).

This is the official supporting phrase of the Adelaide Hills region and can appear as above on a highly contrasting portion of image, or stand alone atop the solid green. This phrase should not be altered or unproportionally scaled in any way other than to convert it to solid black (or green).

Region colour (top right).

When any Adelaide Hills comunication is being created, it is essential that this colour be consistent with the region. The colour breakdowns are as follows.
Spot Colour: PMS 382C
Four Colour: C-40 / M-0 / Y-90 / K-0
Screen Colour: R-165 / G-207 / B-76

Location map (bottom right).

One hero image and twelve supporting images have been selected to represent each region and are also found for visual reference in the following pages, and can also be downloaded from the above site.

Adelaide Hills.

A *cool* green, beautiful part of South Australia with fresh, vibrant wines of contemporary character.
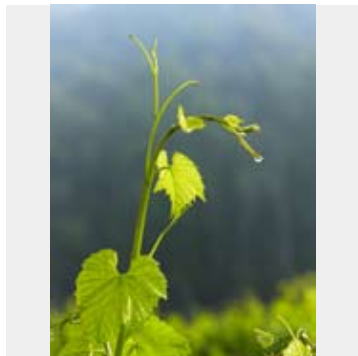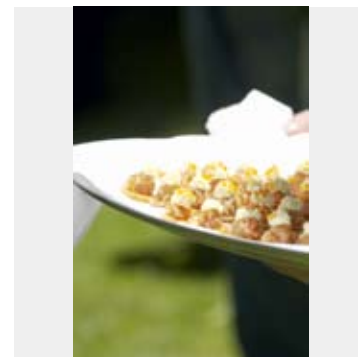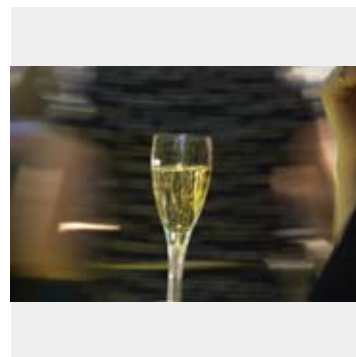
Hero image.

The image below has been selected as the hero image for use when representing the Adelaide Hills with one single image.

The supporting images (right) can accompany this image in any combination or order, though the hero must accompany the phrase and region title when representing Adelaide Hills.

Supporting images.

This suite of images can be accessed through the Asset Management website. Each of these images exist as screen resolution and print resolution file. These images may be cropped as necessary, provided the essence of the image is not comprimised.

Barossa assets.

Barossa.

Australia's most *famous* wine region,
proud of its history and home of our
nation's most renowned names in wine.
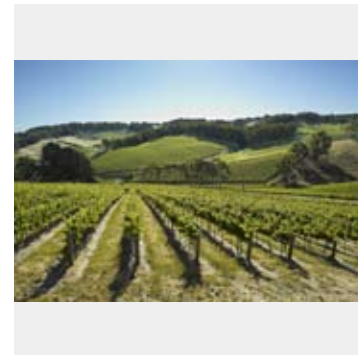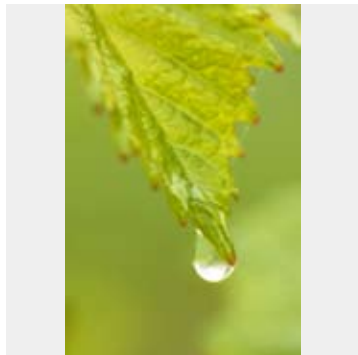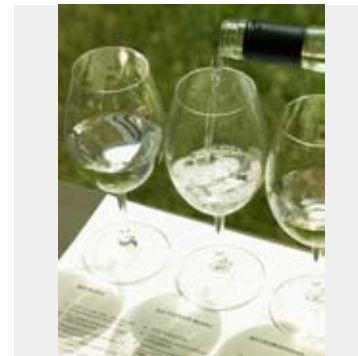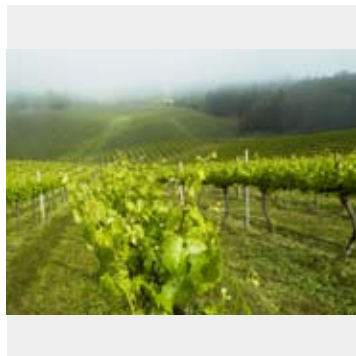
Barossa name title (top left).

This asset can be downloaded as an eps file for insertion
to any media. It is recommended to appear as white on
solid purple, or positioned atop any image where contrast is
strong enough to support the white type.

Barossa phrase (bottom left).

This is the official supporting phrase of the Barossa region
and can appear as above on a highly contrasting portion
of image, or stand alone atop the solid purple. This phrase
should not be altered or unproportionally scaled in any way
other than to convert it to solid black (or purple).

Region colour (top right).

When any Barossa comunication is being created, it is
essential that this colour be consistent with the region.
The colour breakdowns are as follows.
Spot Colour: PMS 242C
Four Colour: C-60 / M-100 / Y-40 / K-20
Screen Colour: R-109 / G-33 / B-88

Location map (bottom right).

One hero image and twelve supporting images have been
selected to represent each region and are also found for
visual reference in the following pages, and can also be
downloaded from the above site.

Hero image.

The image below has been selected as the hero image for use when representing the Barossa with one single image.

The supporting images (right) can accompany this image in any combination or order, though the hero must accompany the phrase and region title when representing Barossa.
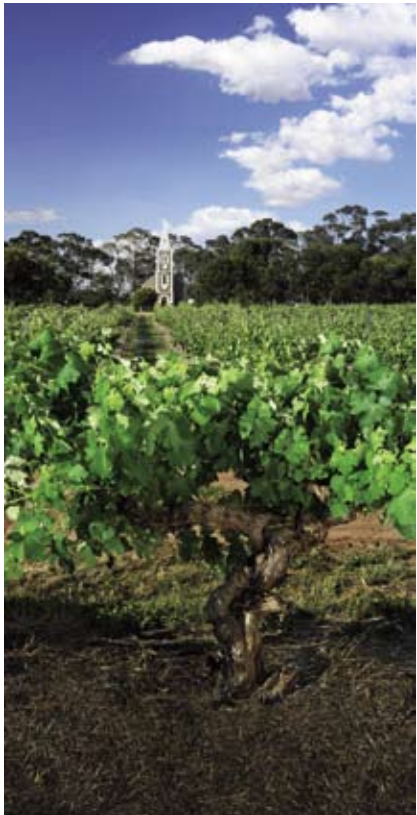
Supporting images.

This suite of images can be accessed through the Asset Management website. Each of these images exist as screen resolution and print resolution file. These images may be cropped as necessary provided the essence of the image is not comprimised.
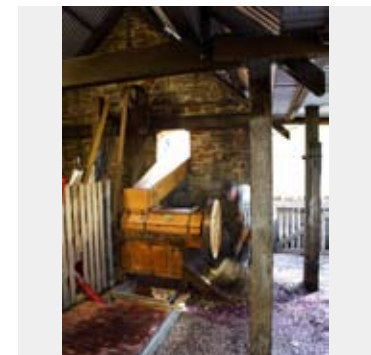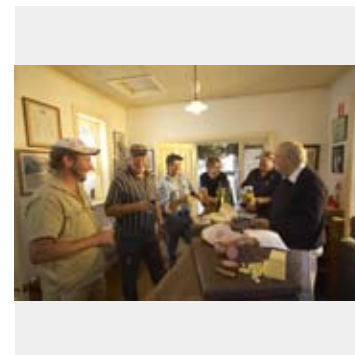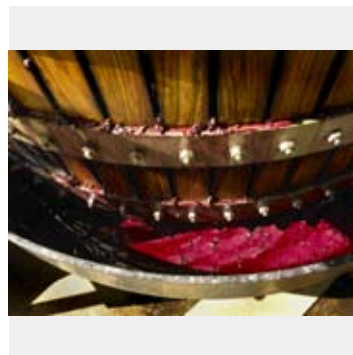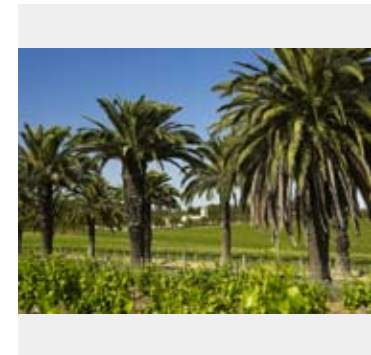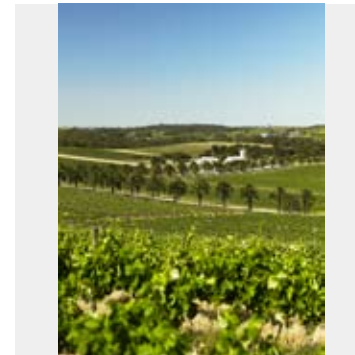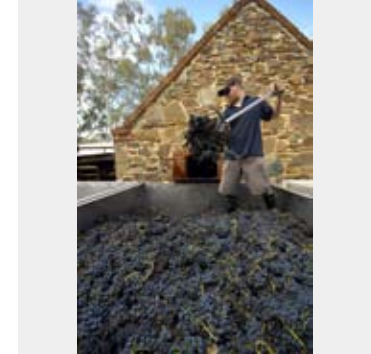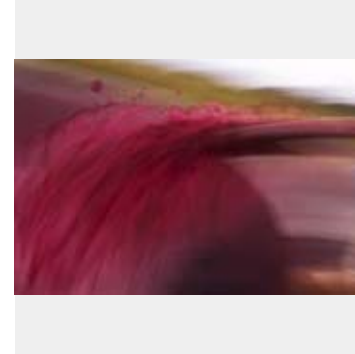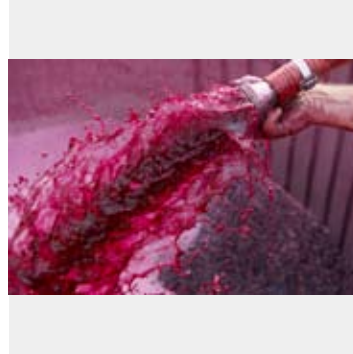
Clare Valley assets.

Clare Valley.

An *elegant* wine region of intimate beauty.

Clare Valley name title (top left).

This asset can be downloaded as an eps file for insertion to any media. It is recommended to appear as white on solid yellow, or positioned atop any image where contrast is strong enough to support the white type.

Clare Valley phrase (bottom left).

This is the official supporting phrase of the Clare Valley region and can appear as above on a highly contrasting portion of image, or stand alone atop the solid yellow. This phrase should not be altered or unproportionally scaled in any way other than to convert it to solid black (or yellow).

Region colour (top right).

When any Clare Valley comunication is being created, it is essential that this colour be consistent with the region. The colour breakdowns are as follows.
Spot Colour: PMS 7405C
Four Colour: C-10 / M-20 / Y-100 / K-0
Screen Colour: R-233 / G-195 / B-30

Location map (bottom right).

One hero image and twelve supporting images have been selected to represent each region and are also found for visual reference in the following pages, and can also be downloaded from the above site.
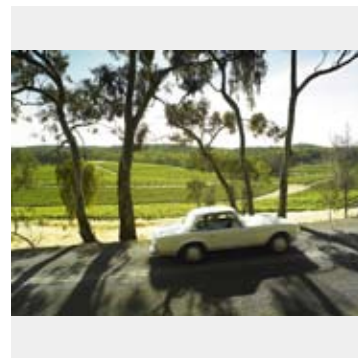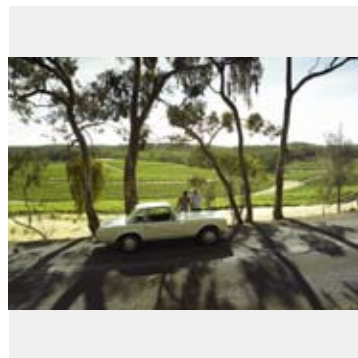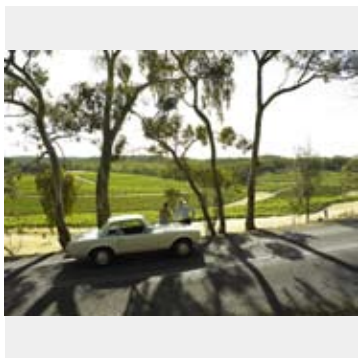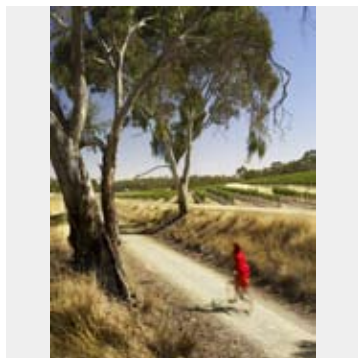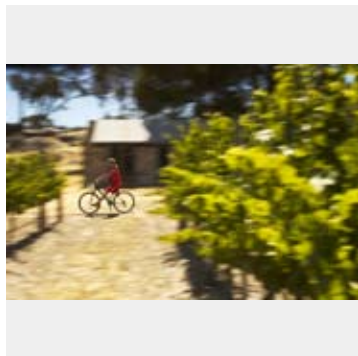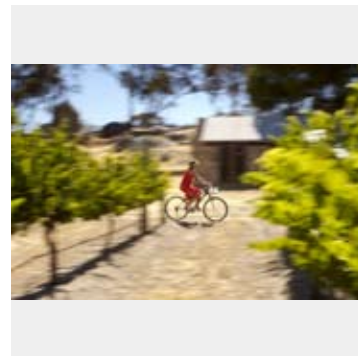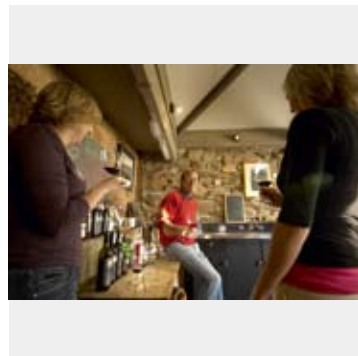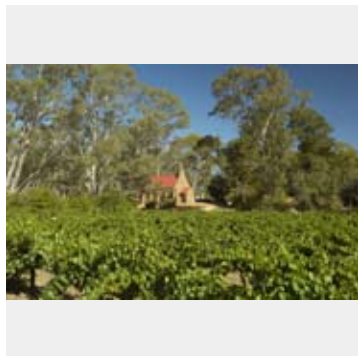
Hero image.

The image below has been selected as the hero image for use when representing the Clare Valley with one single image.

The supporting images (right) can accompany this image in any combination or order, though the hero must accompany the phrase and region title when representing Clare Valley

Supporting images.

This suite of images can be accessed through the Asset Management website. Each of these images exist as screen resolution and print resolution file. These images may be cropped as necessary provided the essence of the image is not comprimised.
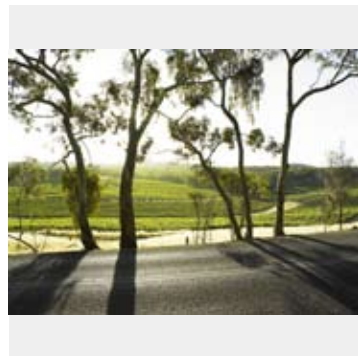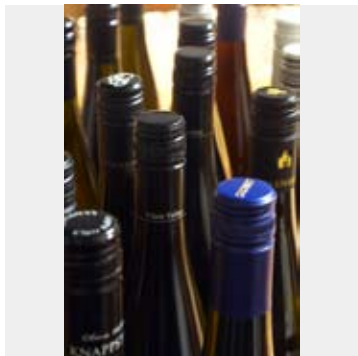
Coonawarra assets.

Coonawarra.

A place where *rich* and red

defines the soil, the wines and the

passionate winemaking community.

Coonawarra name title (top left).

This asset can be downloaded as an eps file for insertion to any media. It is recommended to appear as white on solid burgandy, or positioned atop any image where contrast is strong enough to support the white type.

Coonawarra phrase (bottom left).

This is the official supporting phrase of the Coonawarra region and can appear as above on a highly contrasting portion of image, or stand alone atop the solid burgandy. This phrase should not be altered or unproportionally scaled in any way other than to convert it to solid black (or burgandy).

Region colour (top right).

When any Coonawarra comunication is being created, it is essential that this colour be consistent with the region. The colour breakdowns are as follows.
Spot Colour: PMS 1807C
Four Colour: C-15 / M-100 / Y-88 / K-35
Screen Colour: R-148 / G-17 / B-31

Location map (bottom right).

One hero image and twelve supporting images have been selected to represent each region and are also found for visual reference in the following pages, and can also be downloaded from the above site.

Hero image.

The image below has been selected as the hero image for use when representing the Coonawarra with one single image.
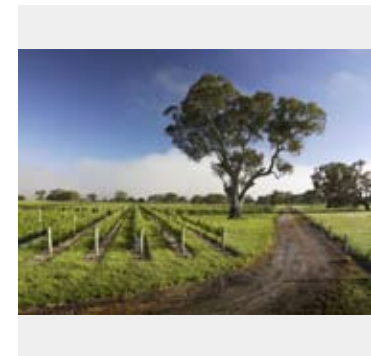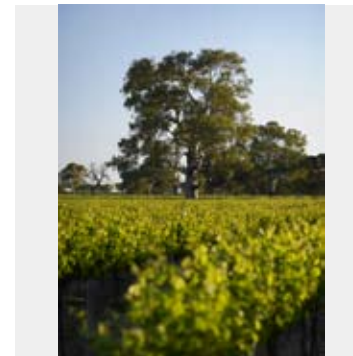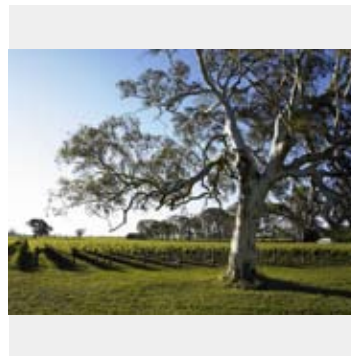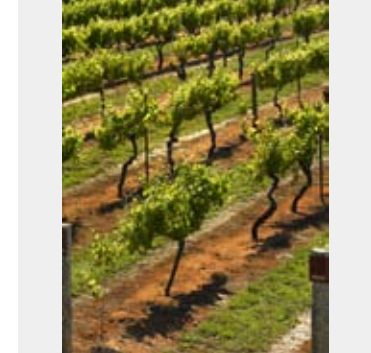
The supporting images (right) can accompany this image in any combination or order, though the hero must accompany the phrase and region title when representing Coonawarra

Supporting images.

This suite of images can be accessed through the Asset Management website. Each of these images exist as screen resolution and print resolution file. These images may be cropped as necessary provided the essence of the image is not comprimised.

Langhorne Creek assets.

Langhorne Creek.

A *natural* environment

where a balanced approach of old and new produces

wines of remarkable quality.
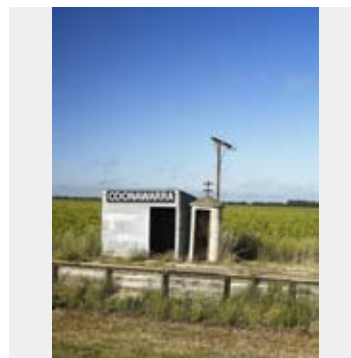
Langhorne Creek name title (top left).

This asset can be downloaded as an eps file for insertion to any media. It is recommended to appear as white on solid brown, or positioned atop any image where contrast is strong enough to support the white type.

Langhorne Creek phrase (bottom left).

This is the official supporting phrase of the Langhorne Creek region and can appear as above on a highly contrasting portion of image, or stand alone atop the solid brown. This phrase should not be altered or unproportionally scaled in any way other than to convert it to solid black (or brown).

Region colour (top right).

When any Langhorne Creek comunication is being created, it is essential that this colour be consistent with the region. The colour breakdowns are as follows.
Spot Colour: PMS 140C
Four Colour: C-56 / M-65 / Y-100 / K-0
Screen Colour: R-138 / G-105 / B-58

Location map (bottom right).

One hero image and twelve supporting images have been selected to represent each region and are also found for visual reference in the following pages, and can also be downloaded from the above site.
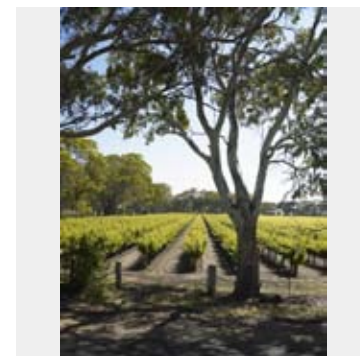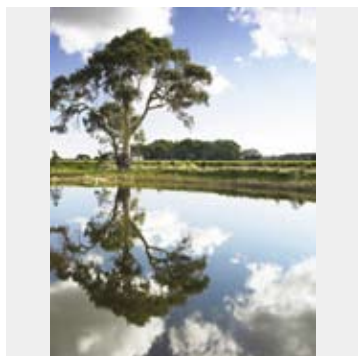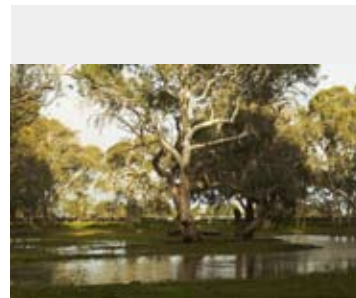
Hero image.

The image below has been selected as the hero image for use when representing the Langhorne Creek with one single image.

The supporting images (right) can accompany this image in any combination or order, though the hero must accompany the phrase and region title when representing Langhorne Creek

Supporting images.

This suite of images can be accessed through the Asset Management website. Each of these images exist as screen resolution and print resolution file. These images may be cropped as necessary provided the essence of the image is not comprimised.

McLaren Vale assets.

McLaren Vale.

An *inspiring* region

where rolling hillsides lined with vines

are cooled by the spray of the sea's breeze.

McLaren Vale name title (top left).

This asset can be downloaded as an eps file for insertion to any media. It is recommended to appear as white on solid blue, or positioned atop any image where contrast is strong enough to support the white type.

McLaren Vale phrase (bottom left).

This is the official supporting phrase of the McLaren Vale region and can appear as above on a highly contrasting portion of image, or stand alone atop the solid blue. This phrase should not be altered or unproportionally scaled in any way other than to convert it to solid black (or blue).

Region colour (top right).

When any McLaren Vale comunication is being created, it is essential that this colour be consistent with the region. The colour breakdowns are as follows.
Spot Colour: PMS 285C
Four Colour: C-90 / M-50 / Y-0 / K-0
Screen Colour: R-0 / G-116 / B-188

Location map (bottom right).

One hero image and twelve supporting images have been selected to represent each region and are also found for visual reference in the following pages, and can also be downloaded from the above site.
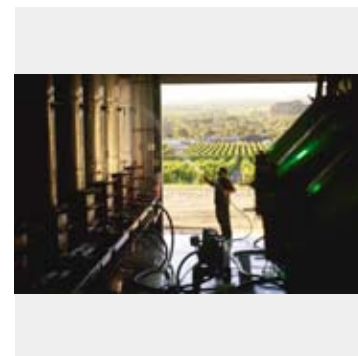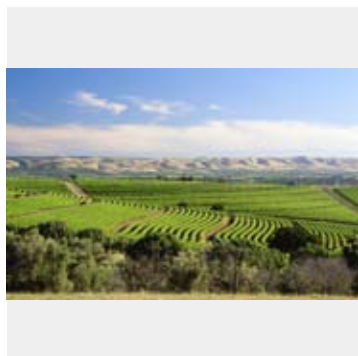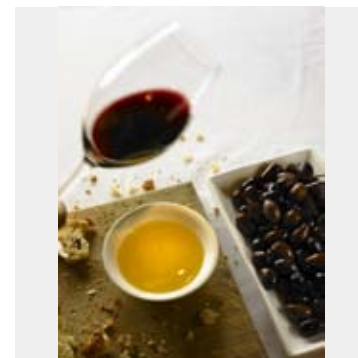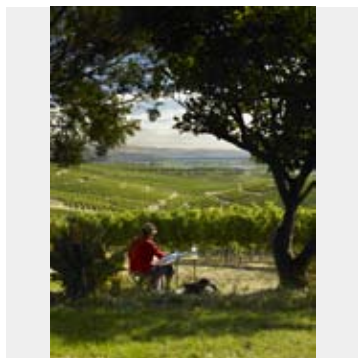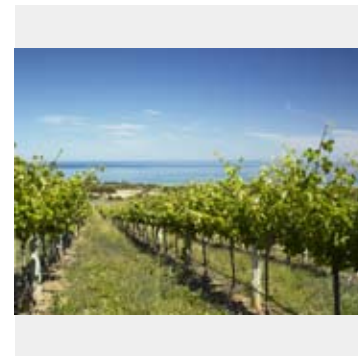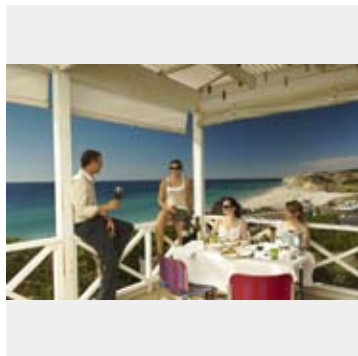
Hero image.

The image below has been selected
as the hero image for use when
representing the McLaren Vale with one
single image.

The supporting images (right) can
accompany this image in any combination
or order, though the hero must
accompany the phrase and region title
when representing McLaren Vale

Supporting images.

This suite of images can be accessed through the Asset Management website. Each of these images exist as screen resolution and
print resolution file. These images may be cropped as necessary provided the essence of the image is not comprimised.

Riverland assets.

Riverland.

A *generous* landscape, warmed by sunshine and nurtured by the river, produces grapes for Australia's most popular wines.

Riverland name title (top left).

This asset can be downloaded as an eps file for insertion to any media. It is recommended to appear as white on solid pale blue, or positioned atop any image where contrast is strong enough to support the white type.

Riverland phrase (bottom left).

This is the official supporting phrase of the Riverland region and can appear as above on a highly contrasting portion of image, or stand alone atop the solid pale blue. This phrase should not be altered or unproportionally scaled in any way other than to convert it to solid black (or pale blue).

Region colour (top right).

When any Riverland comunication is being created, it is essential that this colour be consistent with the region. The colour breakdowns are as follows.
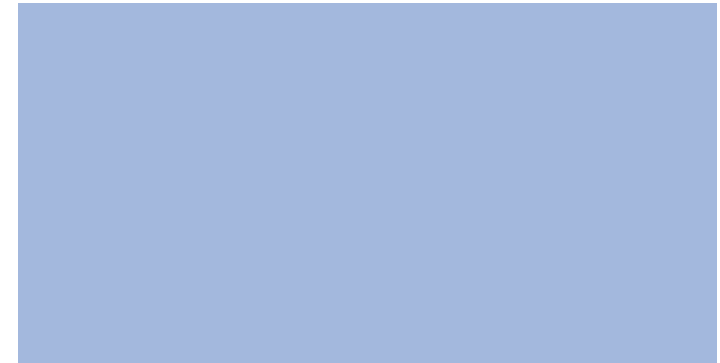**Spot Colour:** PMS 278C
Four Colour: C-46 / M-17 / Y-0 / K-0
Screen Colour: R-132 / G-182 / B-226

Location map (bottom right).

One hero image and twelve supporting images have been selected to represent each region and are also found for visual reference in the following pages, and can also be downloaded from the above site.
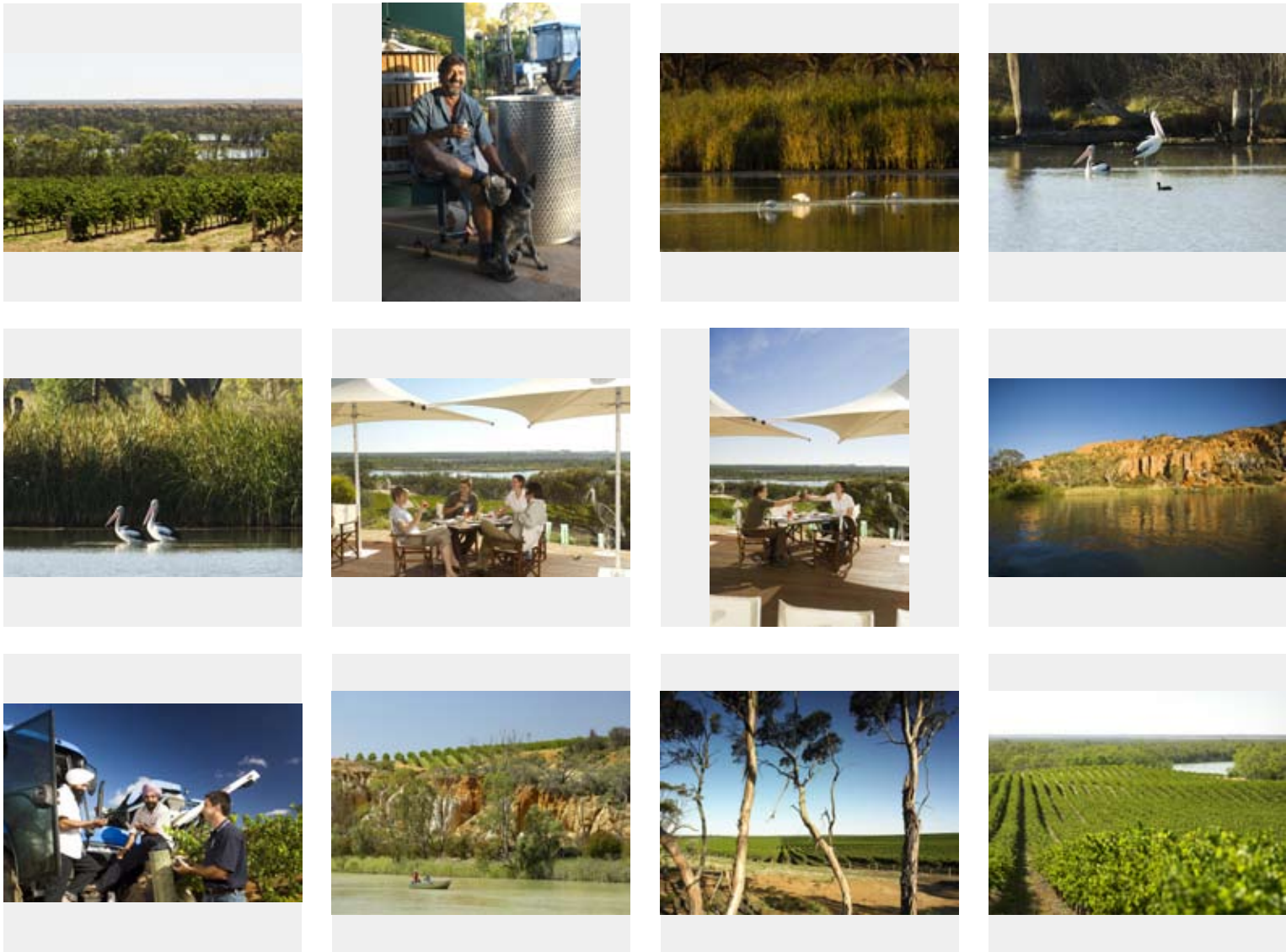
Hero image.

The image below has been selected as the hero image for use when representing the Riverland with one single image.

The supporting images (right) can accompany this image in any combination or order, though the hero must accompany the phrase and region title when representing Riverland
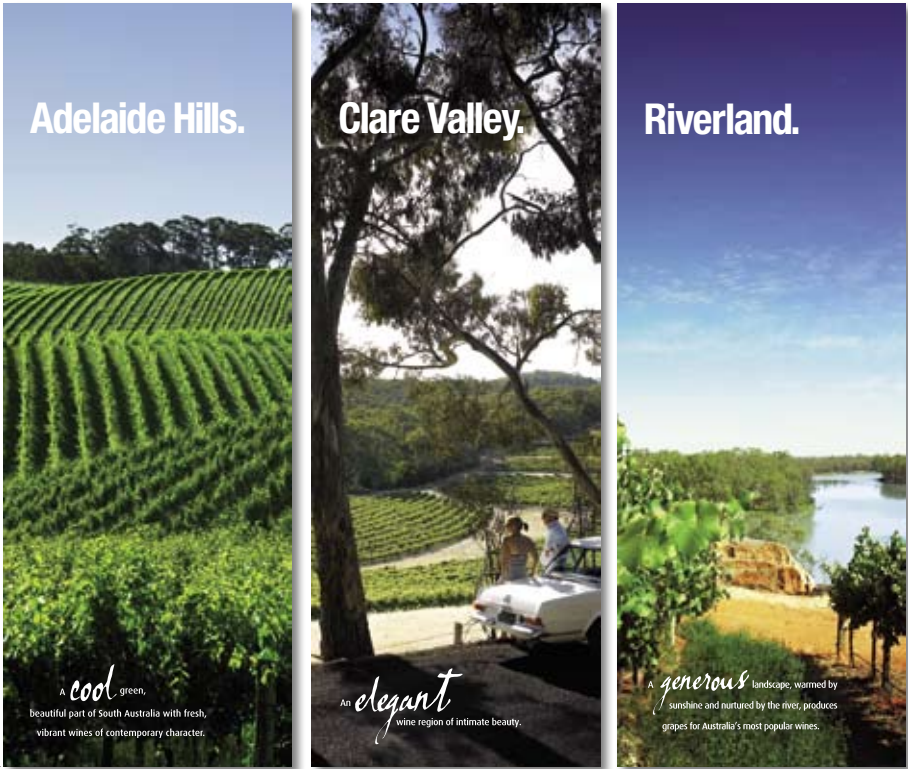

Supporting images.

This suite of images can be accessed through the Asset Management website. Each of these images exist as screen resolution and print resolution file. These images may be cropped as necessary provided the essence of the image is not comprimised.
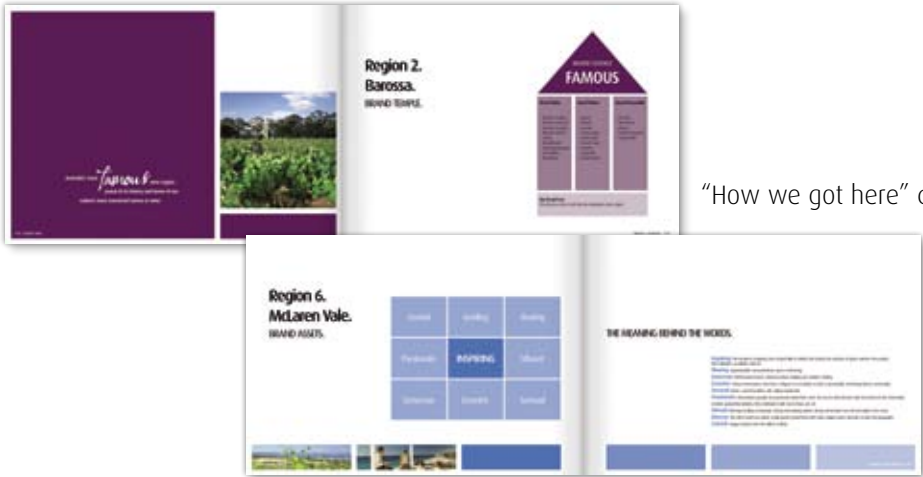
Communication examples.

All region brochure.

Adelaide Hills.

A *cool* green,
beautiful part of South Australia with fresh,
vibrant wines of contemporary character.

Clare Valley.

An *elegant*
wine region of intimate beauty.

Riverland.

A *generous* landscape, warmed by
sunshine and nurtured by the river, produces
grapes for Australia's most popular wines.

"How we got here" document.

Generic and regional
2metre banners.

South Australia,
the *heart*
of Australian wine.

Tasting notes
template.